



Macy's

Check out this case study to see how Macy's helped The Trevor Project send a message of love and support to LGBTQ youth through an impactful cause marketing campaign as Trevor's National Pride Partner in 2019.

Why Macy's and The Trevor Project?

"Pride and Joy" grew out of a decade-long friendship between Macy's and The Trevor Project. After sponsoring Trevor's annual fundraising gala, TrevorLIVE, every year since 2010, Macy's became our National Pride Partner for the 2019 Pride season and launched their first ever nationwide consumer donation campaign focused on an LGBTQ cause. This co-branded campaign provided Macy's with the opportunity to celebrate their longstanding commitment to the LGBTQ community and champion Trevor's mission across the country. At the same time, we recognized that by leveraging Macy's powerful network of consumers, Trevor could create opportunities for individuals to donate to The Trevor Project, spread awareness of our mission, and amplify pride and joy for LGBTQ youth. Throughout the country, our campaign sought to make sure LGBTQ youth knew that Macy's and Trevor support them. Together, we empowered Macy's customers to become champions for Trevor and the LGBTQ community.

The Partnership

As with all of our partnerships, Macy's and Trevor approached our campaign from a collaborative perspective, using each of our skills to create an impactful and well-rounded partnership that spread pride and showed active allyship for LGBTQ young people. Known nationally for its Thanksgiving Parade, Macy's leveraged its experience in events and parades, as well as the influence of hundreds of store locations, to celebrate Pride and mark the 50th anniversary of the Stonewall Uprising and WorldPride in New York City. Our partnership included a round up at the register campaign, where customers could round up their purchase to the nearest dollar amount and donate the additional change to Trevor, as well as select pride products with a portion of sales being donated to Trevor. Trevor was also featured in Macy's marching contingent at WorldPride, and Macy's was the presenting sponsor at TrevorLIVE NY.

In addition, we both felt that it was important to center our campaign around real stories in order to make a personal connection with Macy's customers and communities. We engaged activist and TV personality Jazz Jennings to star in a special PSA raising awareness of Trevor for Pride month. The PSA also featured Trevor volunteers reading inspiring testimonials from LGBTQ youth who have benefitted from Trevor's services. We wanted to ensure that LGBTQ young people in communities across the



country knew that their allies, Macy's, and The Trevor Project are all here to support and care for them and that they are not alone.

Our Joint Impact

The reaction to our partnership surpassed anything we could have imagined. In 2019 alone, Pride and Joy raised \$1.53 million, more than double our initial goal of \$750,000. The round-up campaign alone engaged over 6 million customers and reached millions more from coast to coast. Macy's saw traffic on the Macy's Pride site increase by 156% year over year, demonstrating both the excitement around the campaign and the hunger for Macy's pride content. Our joint campaign received over 19 million digital impressions, and we were amazed by the positive reaction across media outlets, which resulted in 197 million media impressions. We also won the [Gold 2020 Halo Award for Best Consumer Donation Initiative](#), a testament to the incredible impact of our partnership!

Not only did our partnership empower Trevor to increase our Lifeline, Chat, and Text programs, but also it sent an authentic message of support to the entire country about what Macy's values. Thanks to our partnership, millions of people heard a message of support for LGBTQ youth across the nation in stores, online, and through parades and other pride events. Our work together has continued to grow throughout 2020 and 2021, expanding our impact year-over-year and saving more young LGBTQ lives. Over the past few years, our partnership has been featured in impactful media outlets reaching millions, including [USA Today](#), [Ad Age](#), [Forbes](#), and many others.